

URBAN_FRESH

sobeys urbanFRESH



3.99
/lb

COMPLIMENTS Fresh AIR-CHILLED Drumsticks or Thighs Family Size 8.80/kg



HOT PRICE
3.99
/lb

Fresh Pork Tenderloin Family Size cryovac or Fresh Pork Side Ribs breast bone removed 8.80/kg



MEMBERS SAVE \$2
9.99
MEMBER PRICING

11.99
without Scene+ Card

COMPLIMENTS Smoked Sausages 900 g or BUTCHER'S SELECTION BBQ or Honey Garlic Pork Back Ribs 680 g



HOT PRICE
2.99

Cauliflower product of Mexico or USA no 1 grade



HOT PRICE
2.99

100 PTS
when you buy 2

THE LITTLE POTATO COMPANY Potatoes product of Canada 680 g



HOT PRICE
6.99

COMPLIMENTS Raw Shrimp 31-40 or 71-90 ct per lb or Bay Scallops 80-120 ct per lb 340 g



HOT PRICE
9.99

Prepared Fresh Daily In-Store Fruit or Vegetable Trays 900 g-1.3 kg



READY FOR YOU



HOT PRICE
5.99

ROYALE Bathroom Tissue 9-12=24 Rolls, Paper Towel 3=6 Rolls or Facial Tissue 6 pk



HOT PRICE
3.99

DANONE Activia Yogurt 8 pk



HOT PRICE
7.88

SMART ONES Frozen Entrées 241-283 g or HEINZ Hot Bites 198 g



HOT PRICE
5.49

BUBBLY or MONTELLIER Sparkling Water 10-12x355 mL



HOT PRICE
9.99

STARBUCKS Roast & Ground Coffee 340 g or K-Cup® Pods 10 pk or VAN HOUTTE Roast & Ground Coffee 340 g



HOT PRICE
3.47

DR. OETKER Ristorante or Casa Di Mama Pizza 288-410 g or DR. OETKER Giuseppe Garlic Fingers 317 g

Scene+ SPEND & GET

SPEND \$125 OR MORE ON GROCERIES, GET 1,000 PTS

That's like \$10 toward your groceries

Valid Thursday, April 16 - Sunday, April 19, 2026

Offer valid April 16 to April 19, 2026 at all Sobeys locations in Ontario. Receive 1,000 Scene+ points when you spend a minimum qualifying purchase of \$125 in a single transaction. No base Scene+ points earned. Printed or digital coupon and Scene+ digital or physical membership card must be presented. Spending \$125 or more awards only one 1,000 Scene+ points allotment. Offer can be redeemed by flyer coupon or through My Grocery Offers. Offer excludes taxes and other goods and services which are non-discountable or excluded by law or as we determine from time to time. Limit of one basket builder offer per Scene+ membership card per day. Coupon has no cash value and cannot be combined with any other offers. Visit <https://www.sceneplus.ca/termsand-conditions> to see full Terms and Conditions. Offer subject to change and may be withdrawn without notice. Trademarks of Scene Plus IP Corporation used under license by Sobeys Capital Incorporated.

DON'T FORGET YOUR COUPON

Offer also available through mygroceryoffers.ca or on the Sobeys app

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HOT PRICE
4.99

KEWPIE Japanese Mayonnaise 450 g or HUY FONG Sriracha Hot Chili Sauce 714 mL

See store or website for store hours

THU	FRI	SAT	SUN	MON	TUE	WED
16	17	18	19	20	21	22

Prices and offers in effect April 2026

so many deals
Scan here for our full digital flyer

Scene™

MEMBER

PRICING

Swipe your Scene+ Card and Save



20% off
MEMBER PRICING

NAGANO Premium Fresh Pork Loin Hotel Cut Chop, Tenderloin or Back Ribs or STERLING SILVER Fresh Boneless Top Sirloin Grilling Medallions cut by your meat expert from Canada AAA grade beef



From Canada

SAVE UP TO 43% WITH MEMBER PRICING

19.99 MEMBER PRICING

25.99 without Scene+ Card

COMPLIMENTS Newfoundland Wild Snow Crab Clusters or New Brunswick Lobster Claws product of Canada 454 g



MEMBERS SAVE 50¢
99¢ MEMBER PRICING

1.49 without Scene+ Card

COMPLIMENTS Canned Legumes 540 mL



MEMBERS SAVE 50¢
3.49 MEMBER PRICING

3.99 without Scene+ Card

HUMPTY DUMPTY Party Mix 250 g or Snacks 200-290 g

Look for more Member Pricing throughout the flyer and in-store.

Scene™

TURN
POINTS
INTO
GROCERIES



300 PTS
when you buy 2

8⁹⁹

JANES Pub Style Breaded Chicken or Wings 660-700 g



That's like
\$5
toward your
groceries

500 PTS
when you buy 3

5⁴⁹

COMPLIMENTS Dry Cured Salami selected 125 g



That's like
\$5
toward your
groceries

500 PTS
when you buy 1

47⁹⁹

VEGA All-in-One Nutrition 827-876 g



150 PTS
when you buy 2

3⁹⁹

AXE Body Wash or Shampoo 473 mL,
DOVE Bar 2 pk, AXE or DEGREE
Deodorant 76-113 g selected



300 PTS
when you buy 1

26⁹⁹

HUGGIES Giga Diapers
36-128 pk

1,000 Points = \$10 of free groceries



Guaranteed fresh or your money back



11.99 /lb

Fresh Boneless Sirloin Tip Oven Roast or Family Size Marinating Steak cut by your meat expert from Canada AAA grade beef 26.43/kg



13.99

COMPLIMENTS, MONTANA'S, BELMONT, THE KEG or CARDINAL Burgers selected 680-906 g



7.49 /lb

500 PTS when you buy 1

Fresh Lean Ground Beef available only in 5 lb tube 16.51/kg



10.99 /lb, ea

Coho Salmon Fillets frozen or previously frozen 24.23/kg or COMPLIMENTS Extra Large Cooked Shrimp in Ring with Sauce 312 g

\$4

Red Mangoes product of Mexico 3 pk



7.99

Small Bar Cakes 325-575 g



BUY 2 GET 3RD FREE of equal or lesser value

BALDERSON Cheddar 250-280 g selected



3.49 /100 g

COMPLIMENTS Black Forest or Honey Ham



6.99

BECEL Margarine 637-850 g



5.99

ARMSTRONG Cheese 400 g or Shreds 300-320 g or SAPUTO Mozzarellissima 500 g



4.99

BURNBRAE FARMS or GRAY RIDGE Large White Eggs 18 pk or COMPLIMENTS Free Run Large White Eggs 12 pk



2/\$7

QUAKER Harvest Crunch Cereal 270-510 g



4.49

CHAPMAN'S Premium or No Sugar Added Ice Cream, Frozen Yogurt or Sorbet 1-2 L or COMPLIMENTS Dough'chi Bites or Mini Novelties 6 pk selected



2.99

LECLERC Celebration or DARE Viva Puffs, Simple Pleasures or Whippet Cookies 200-350 g



2.99

DEMPSTER'S White or Whole Wheat, Texas Toast or Sandwich Bread 675 g, Hot Dog or Hamburger Buns 8 pk or English Muffins Selected 6 pk



2.99

HEINZ Flavoured Mayo 340 mL



2/\$7

LAY'S Potato Chips 220-235 g or TOSTITOS Tortilla Chips 205-300 g



22.99

MCCAFÉ, VAN HOUTTE or LAVAZZA K-Cup Pods 30 pk or COMPLIMENTS Whole Bean Coffee 907 g



6.99

NATURE VALLEY Mid Size Granola Bars 340-525 g



5.99

SMUCKER'S Strawberry Jam 310-500 mL or COMPLIMENTS Honey 375-500 g



8.99

GENERAL MILLS Jumbo Cereal 825 g-1.3 kg, KELLOGG'S Jumbo Cereal 700 g-1.1 kg or POST Jumbo Cereal 1.1-1.24 kg



2/\$4

CAMPBELL'S Ready To Serve Soup 510-515 mL

We have 2X as many Canadian-origin products as competing stores*



*Sobeys Capital Incorporated and its related conventional and discount banners offer twice as many Canadian-origin UPC based non-fresh products as compared to leading conventional brick and mortar, drug, online, and discount grocery retailers in Canada according to the latest 12 weeks ending November 15, 2025, using data reported through Nielsen's CA-SOBEYS CROSS CATEGORY database by Nielsen's MarketTrack Product Insights. Copyright © 2025, Nielsen Consumer LLC, commissioned by Empire Company Limited. Sobeys calculation based in part on data reported by NIO through its CA-SOBEYS CROSS CATEGORY database for Non-Fresh | Canadian Origin Selected Items for the 12 weeks ending November 15, 2025. Copyright © 2025, Nielsen Consumer LLC.

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Earn Scene+ points **3.7X faster** with
the Scotiabank Scene+ Visa Card.*

APPLY NOW



*Conditions Apply

